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NBC wins sweeps, network share holds its own; 'Crimetime' pays for CBS

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Broadcasters still look for guidelines on indecency

CABLE / 44
Basic programers plot programing for 200-channel world

TECHNOLOGY / 60
Computer, telephone industries challenge FCC's HDTV policy

SIGNED

Kristian Alfonso, star of "Days Of Our Lives" and "Falcon Crest" has signed on to host television's hottest selling reality strip, "Love Stories!"

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Prime time plans for fall season unveiled

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THIS WEEK

27 / IT'S OFFICIAL FOR FALL

The networks unveil their fall schedules, with Fox making the additional announcement that it will henceforth feature year-round series introductions and development, and will up its series orders from 22 to 30 or more in some cases. The move, says Fox, will give it earlier syndication opportunities and lower costs in bulkier buys for proven performers. New shows, however, may have less time to find an audience before getting the ax. ABC drops several dramas, adds reality series. NBC revamps Friday-Sunday, leaves rest of week essentially intact. CBS shoots for number one with half-hour comedies and return of Carol Burnett in hour show.

30 / CARNEGIE HALL CONCLAVE

The meeting of NBC affiliates in New York last week was surprisingly upbeat. Among the news there: *Tonight* is being delayed five minutes to allow local stations to expand their news, and the network is launching an anchored overnight news feed.

31 / EYE ON IMPROVEMENT

CBS affiliates meet in New York this week with no major network announcements expected. The focus will be on reviewing just-announced programing and promotion plans, and on mending fences damaged by a 20% compensation cut earlier this year.

At fall schedule unveiling, ABC's Bob Iger talks to "Full House" stars Mary Kate and Ashley Olsen (page 27)

32 / FOX CATCHES SALHANY

Syndication head at Paramount moves to Twentieth Television as chairman, overseeing domestic and international syndication and network and cable production.

33 / TECHNOLOGICAL KEY

President's Council on Competitiveness, chaired by Vice President Dan Quayle, is working on telecommunications policy white paper that will likely propose greater deregulation of broadcasting, cable and common carrier industries.

33 / SLOW SPOT

Spot TV remains weak and shows few signs of a quick recovery, according to best estimates.

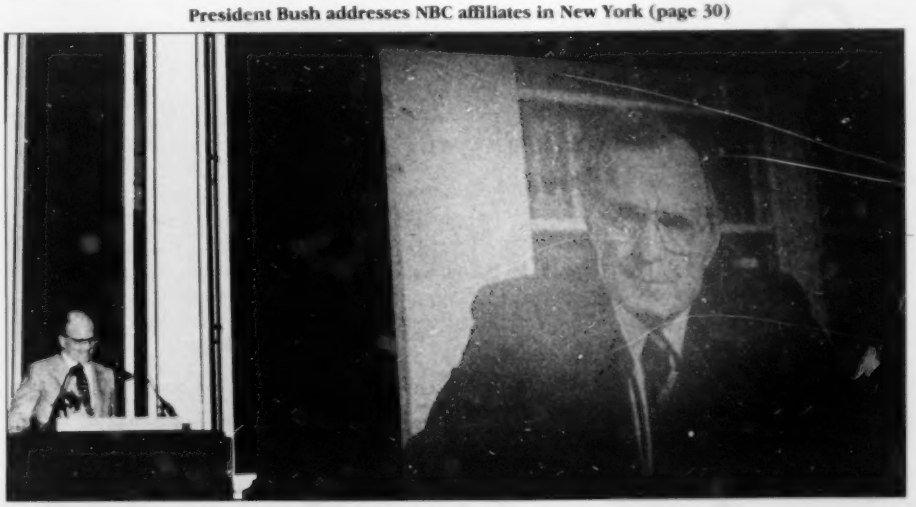
38 / "CRIMETIME" DOES PAY

CBS is preparing fall additions and modifications to its late night mystery/adventure wheel, which the network says is drawing the younger demographic it was targeting.

39 / MORE DOWNS THAN UPS FOR WORLD LEAGUE

As the new football league winds up its first season, advertisers and rightsholders—ABC and USA Network—are disappointed with its ratings performance, below the 3-4 hoped for.

President Bush addresses NBC affiliates in New York (page 30)



41 / RADIO WANTS POST-BAN HELP

Broadcasters would like more explicit guidelines on what they can and cannot air in the wake of the Court of Appeals throwing out the FCC's 24-hour ban on indecent programing.

41 / 1990 NATIONAL SPOT POSTS 5% RISE

Advertiser group with the largest increase in radio spending last year was communications. Top five categories were food, automotive, travel and shipping, beer/wine/ale and consumer services.

42 / HIGH PRICE OF SUCCESS

While National Public Radio affiliates celebrate growing success of programing, they are under increasing pressure to find new ways to pay for it. American Public Radio plans to offer its affiliates more new, low-cost shows.

44 / 150-PLUS CHANNEL CHALLENGE

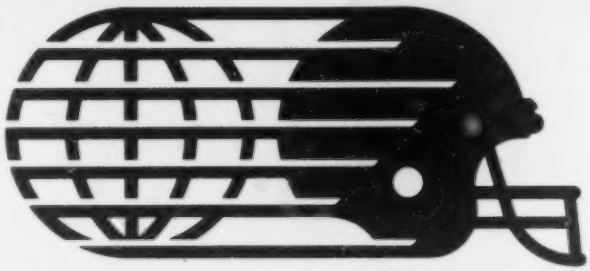
Basic networks are busy devising new program services to take advantage of the upcoming explosion of channels brought about by compression technology.

47 / TAKING CARE OF BUSINESS

Protracted battle for FNN ends with its sale to its chief competitor. The service signs off, then on again as CNBC/FNN Daytime.

49 / WORLD ON A WIRE

At a wireless cable seminar in Washington, three F's—fiber, financing and frequencies—are the topics of conversation as attendees pondered their prospects for



World League of American Football wraps up its first season to less-than-great ratings (page 39)

securing a spot in the crowded media marketplace.

50 / HILL AND HSN

In response to push by Home Shopping Network to get must carry for its TV stations, Senate Communications Subcommittee Chairman Daniel Inouye raises question to FCC Chairman Al Sikes of whether HSN's stations are subject to public interest obligations.

51/ READY FOR A CHANGE

It looks as if the FCC is about to revise its rules authorizing satellite TV stations and set up criteria. It now rules on requests on a case-by-case basis.

52 / PATRICK TO TIME WARNER

Media company hires former FCC chairman to head a new subsidiary based in Washington to explore non-broadcast communications services.

53 / WHAT TO DO AT TVB?

BROADCASTING asked some Fifth Estaters their opinions on the budget and membership problems of the trade association.

55 / SMOOTHING OUT ROUGH EDGES

Cable network executives and media buyers are working together to improve relations between the two, which have been strained for some time. Media buyers have been frustrated in the past with the administrative practices at many cable networks. The Cabletelevision Advertising Bureau has formed a task force to develop new rules. With less money expected to be spent in this year's upfront, administrative procedures will take on even greater importance.

60 / HDTV DEBATE

In House hearings last week, computer and telephone industries challenge the FCC and its advisory committee for stressing development of broadcast high-definition television over a system geared to fiber optic transmission.

62 / MEASURING MULTIPATH

San Francisco is the test site for measurements by the Institute for Telecommunications Sciences and NTIA to determine how multipath interference is likely to degrade simulcast HDTV signals.

79 / FCC'S POINT MAN

From working at a 500 w daytimer to a journalism student at the University of Missouri to general counsel at the FCC, Robert Pettit has had a longstanding interest in broadcasting. His former boss, former FCC Commissioner Mimi Dawson, gave this assessment: "The man never gave me a piece of bad advice."

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Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting*® introduced in 1946. *Television*® acquired in 1961. *Cablecasting*® introduced in 1972. Broadcasting/Cable introduced in 1989. ®Reg U.S. Patent Office.

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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2.50 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $85, two years $160, three years $225. Canadian and other international subscribers add $40 per year. U.S. and possessions $400 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Yearbook* $115, *Across the Dial* $9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800—521-0600). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

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TOP OF THE WEEK

'NEW' IS THE WORD FOR THE NEW SEASON

In addition to major revamping by the big three, Fox will change its scheduling to feature year-round series introductions

Viewers can't seem to get enough lawyers and cops, and the networks have once again tapped those professions for program source material for the 1991-92 TV season. Several stand-up comics (including Tim Allen and Sam Kinison) have been cast as leads in new comedies, and several new sitcoms about working class families made it to the schedules.

The three networks ordered a total of 30 new shows covering 22 hours. Among returning shows, 14 of them will be in new time periods. NBC ordered nine new shows covering six hours and rearranged six returning shows. ABC ordered eight new shows covering five-and-a-half hours and shuffled shows. CBS ordered eight new shows for seven hours, rescheduling one returning show.

Fox goes to year-round rollout

And Fox, like the spunky child or loveable canine that actors are loath to be cast with, played the scene stealer last week, perhaps at the expense of overshadowing its own new programs. The company's top executives said that from now on, FBC will roll out new programs on a staggered basis throughout the broadcast year, instead of all at once in September as tradition has dictated. In January, the company will abandon Friday nights, the network's toughest night, competitively, and program Mondays with series and Wednesday with movies.

In a briefing last week, Fox executives said they concluded that part of network television's audience erosion problem is the fall rollout process, where viewers are bombarded with 30 or 40 new shows in the course of about three weeks. "Like lemmings, we went into this process when we joined the network club," said Barry Diller, chairman of 20th Century Fox Film Corp. "But it's crazy. You can't promote, you can't get any separation to let people know what you're doing. It makes utterly no sense."

Instead, Fox will launch new programs all year, at a rate of one or two per month. In addition, the network will also stagger the debuts of returning shows over the course of the year and plans to order 30 episodes or more of its better performing shows to provide more original programing throughout the year.

For example, *Married...with Children* and *In Living Color* each get 30-episode renewals this year. And the producers of *The Simpsons* (a Fox in-house project with Gracie Films) have a mandate to produce "as many new episodes as they can produce," said Diller.

"The economics of the business can only be balanced if the networks and producers string the bow more sensibly than in the past," said Diller. Under Fox's proposed plan, shows that work on the network would reach "syndicatability" in three years instead of the usual four. In return, Fox would have fresh programing year round. "If a show's working, we want to go all the way. If not, just get rid of it," said Diller, indicating that new shows will receive short initial orders.

Fox officials said they'd be spending a lot more on programing under the new plan, but declined to say how much more. They also said they expect to pay less per episode for larger orders, but would not say how much less.

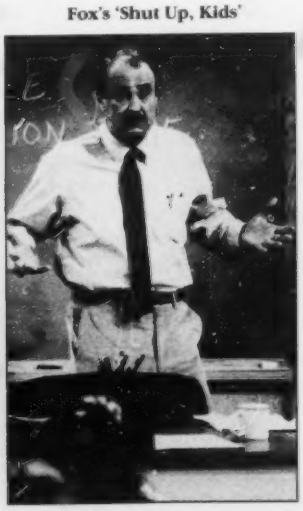
The proposed plan was well-received

ABC's 'Good and Evil'

CBS's 'Royal Family'

NBC's 'I'll Fly Away'

Fox's 'Shut Up, Kids'



in the industry, particularly by Fox affiliates, although some expressed skepticism as to whether the fledgling network could pull it off. "It wouldn't be the first time Fox's grand ambitions have exceeded their ability to execute," said one affiliate. "Last year they had a hard time just filling normal orders and coming up with replacement shows of any kind. Where's all the money going to come from for this expansion? Sure as hell not in the upfront market."

But others were more encouraged. "I think it makes tremendous sense," said Robert Gluck, general manager of Fox affiliate WTIC-TV Hartford, Conn. "It's an incredible opportunity for sampling.

Fox plans to debut shows year round. In the wings: 'Culture Clash.'

That's how we've made our living up to now, bringing fresh product to viewers when the networks are showing repeats."

Fox will roll out five new shows and 10 returning shows starting in July. Under Fox's new rollout plan, the new season and the 52-week broadcast year begin July 11, with the new-season debut of *Beverly Hills, 90210*, a leading show among teens and a show the network has high hopes for. "We're trying to order 40 episodes" for the new season, said Peter Chernin, president, Fox Entertainment group. The first new show will also debut in July: *Ultimate Challenge*, from TWI (*American Gladiators*), a reality show with daredevil sports events. *Roc*, a new sitcom from HBO Independent Productions, about a black working class family, debuts in August.

Two new shows will debut in September. *It's All in Your Head* is about a man named Herman and the characters in his brain that personify different emotions. Dabney Coleman returns to series television as a crotchety tax evader sentenced to teach the fourth grade in *Shut up, Kids*. In October Fox will launch *Bill and Ted's Excellent Adventures*, based on the movie and sequel, due out this summer. In January, the network has scheduled *Charlie Hoover*, with Tim Matheson and Sam Kinison, as a 40-year-old in a rut and his alter ego, respectively. *Get A Life* is also scheduled to return at that time.

NBC revamps its weekend

NBC presented its new schedule last week at Carnegie Hall, as part of its annual affiliates meeting (see page 30). The network has left Monday through Thursday largely intact. But the weekend, Friday-Sunday, will undergo a major restructuring, with eight new shows being introduced on those three nights. In addition, two poorly rated reality shows introduced earlier this year will get a second chance—*Expose* and *Real Life with Jane Pauley* are being shifted to Friday, 8-9 p.m.

Monday remains the same, with *Fresh Prince, Blossom* and *Monday Night at the Movies*. A new hour-long show leads off Tuesday—*I'll Fly Away*, with Sam Waterson as a prosecuting attorney in a small southern city in the late 1950's. *In the Heat of the Night* returns at 9, followed by *Law and Order* at 10.

Wednesday sees the return of *Unsolved Mysteries, Night Court, Seinfeld* (in a new time) and *Quantum Leap*. Thursday remains intact as well: *Cosby, A Different World, Cheers, Wings* and *L.A. Law*.

Two new shows for Friday: a comedy, *Flesh and Blood*, will lead out of *Dear John* at 9:30 p.m. From Paramount (Charles-Burrows-Charles), it stars Lisa Darr as a Baltimore assistant district attorney and David Keith, who claims to be her long-lost brother. At 10 p.m. there's a new hour, *Reasonable Doubts*, based in Chicago with Marlee Matlin as an assistant DA and Mark Harmon as a police investigator.

Golden Girls returns to lead off Saturday, followed by the new comedy, *The Torkelsons*, about a level-headed teenager and her wacky (and dirt-poor) Oklahoma family. *Empty Nest* airs at 9, followed by *Nurses*, about a group of five nurses, including one male nurse. *Sisters* returns at 10 p.m.

Sunday leads off with a new "reality based comedy," *The Adventures of Mark and Brian*, about two real Los Angeles DJ's. *Eerie Indiana* follows at 7:30 p.m., about a 13-year-old whose active imagination turns everyday occurrences into live nightmares. James Garner returns to series television at 8 p.m. in *Man of the People* (from NBC Productions), playing a crusty con-artist named to fill the seat on the city council previously held by his late ex-wife. Robert Guillaume returns at 8:30 in *Pacific Station*, about a Venice, Calif.-based detective. *Sunday Night at the Movies* returns at 9-11.

Matlock is off the starting schedule, but will return mid-season, NBC said. *Amen* and *Down Home* are in discussion for possible mid-season returns.

ABC reorders its week

ABC is making major changes (*thirtysomething, China Beach* and *Twin Peaks* are canceled) on all nights but Sunday and Monday, which remain intact. Wednesday becomes an all-sitcom night, while Thursday is anchored by a two-hour reality block.

Roseanne will continue to anchor a madeover Tuesday night at 9 p.m. Leading off the night is *Full House* at 8 p.m., which moves from Friday nights. At 8:30 p.m. a new comedy debuts, *Home Improvement*, starring Tim Allen as the host of a home improvement show. *Coach* returns to Tuesday night at 9:30. At 10, a new drama debuts, *Homefront*, about returning World War II GI's and the lives they create for themselves after the war.

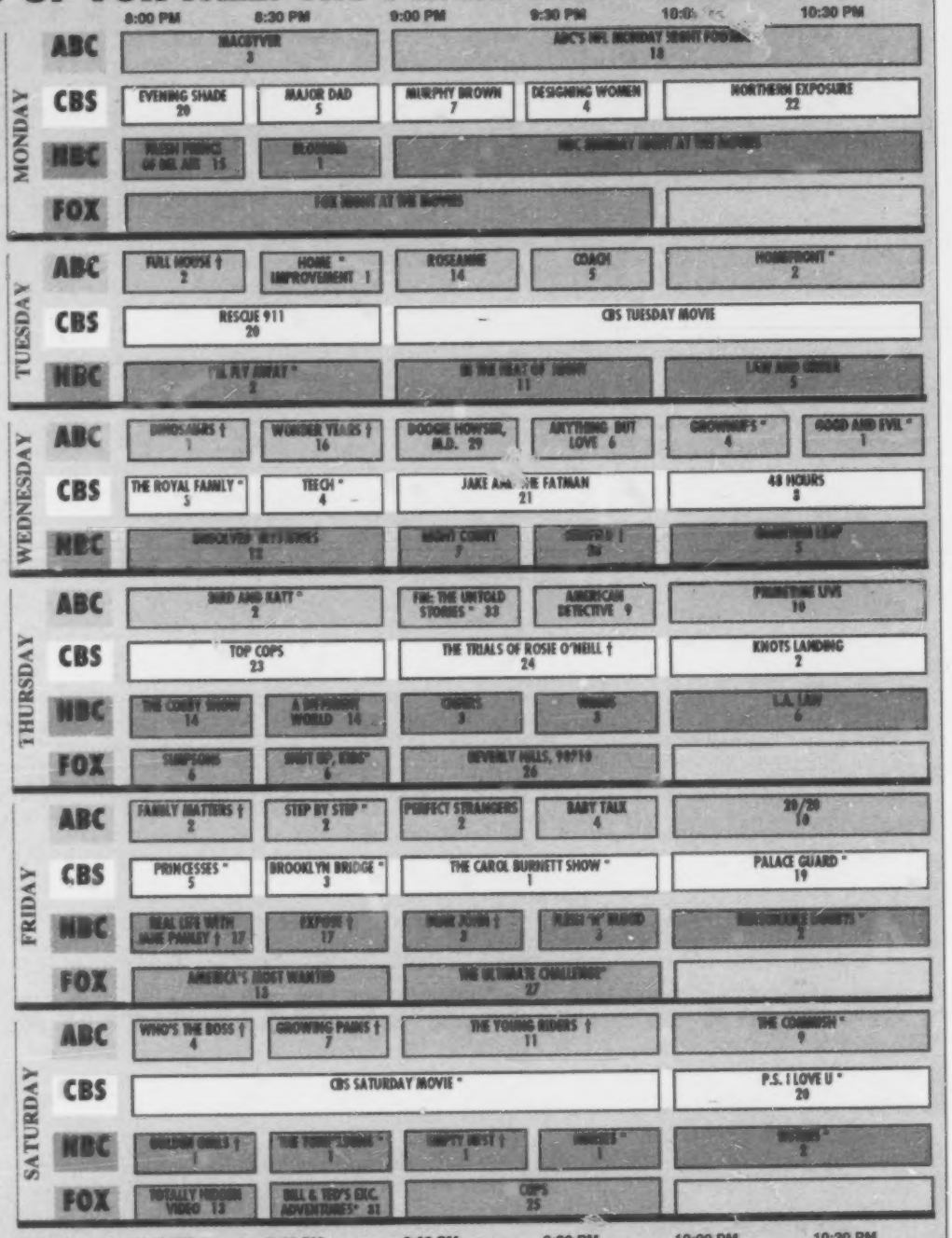
All-comedy Wednesday leads off with *Dinosaurs*, which has done well in the ratings since debuting this spring. *Wonder Years* slips into a new time period at 8:30, followed by *Doogie Howser* at 9 p.m. *Anything But Love* returns at 9:30. Two new comedies round out the night: *Grownups*, from Jim Brooks, debuts at 10. It follows the lives of three sisters and stars Marsha Mason. The night wraps up with *Good and Evil*, about two

COMING UP FOR FALL: THE PRIME TIME SCHEDULE

KEY TO PRODUCERS

Companies are ranked in descending order according to the number of shows produced. Numbers in parentheses indicate the number of shows/total hours. Show totals include programs produced in association with independents.

1. Disney (11/6)
2. Lorimar (10/8)
3. Paramount (7/4)
4. Columbia (7/3.5)
5. Universal (6/3.5)
6. 20th Television (6/3.5)
7. Warner Bros. (4/2.5)
8. CBS News (3/2.5)
9. ABC Prods. (3/2)
10. ABC News (2/2)
11. MGM/UA (2/2)
12. Cosgrove/Meurer (2/1.5)
13. STF (2/1.5)
14. Carsey-Werner (2/1)
15. NBC Prods. (2/1)
16. New World (2/1)
17. NBC News (2/1)
18. ABC Sports (1/2)
19. Stephen J. Cannell (1/1)
20. CBS Entertainment (1/1)
21. Viacom (1/1)
22. Finnegan-Pinchuk (1/1)
23. Grosso-Jacobson (1/1)
24. Rosenzweig Co. (1/1)
25. Barbour-Langley (1/1)
26. Aaron Spelling (1/1)
27. TWI Productions (1/1)
28. Castle Rock (1/.5)
29. Steven Bochco (1/.5)
30. HBO Prods. (1/.5)
31. Orion (1/.5)
32. Vin DiBona (1/.5)
33. The Arthur Co. (1/.5)



*—NEW PROGRAM
†—NEW TIME PERIOD

very different sisters.

Thursday night begins with a new show, *Bird and Katt*, in which James Earl Jones will continue his *Gabriel's Fire* character, Gabriel Bird, who will team with Richard Crenna in an "action comedy" hour. The reality block kicks off at 9 with *FBI: The Untold Stories*, which will present re-enactments of stories from the agency's files. That will be followed by *American Detective*, which debuted this spring. *PrimeTime Live* returns at 10.

On Friday, *Family Matters* moves to 8, followed by the new *Step by Step*, starring Patrick Duffy and Suzanne Somers as single parents who marry. *Perfect Strangers* returns at 9, followed by *Baby Talk* at 9:30. *20/20* returns at 10.

Who's the Boss moves to Saturday's lead-off position, followed by *Growing Pains*. *The Young Riders* moves to 9 p.m. and a new drama, *The Commish*, is at 10. From ABC Productions and Stephen J. Cannell Productions, *Commish* stars Michael Chiklis as an affable chief of police.

Sunday night remains the same: *Life Goes On* at 7, *America's Funniest Home Videos* at 8, *America's Funniest People* at 8:30 and *The ABC Sunday Night Movie* at 9.

Monday night also stays intact: *MacGyver* returns at 8, followed by *Monday Night Football*.

New Wednesday-Saturday for CBS

Jeff Sagansky, president, CBS Entertainment, predicted CBS will be the top-rated network in prime time next season. He made the remark during the CBS fall schedule announcement last week, which has the network introducing four half-hour comedies, two dramas, an hour version of *The Carol Burnett Show* and a Saturday night movie. "I think we have the pieces to be number-one and I'll be disappointed if we're not."

CBS left its strengths—Sunday, Monday and Tuesday—unchanged from last season, including returning *Northern Exposure* to the Monday, 10-11 slot. Sagansky said the fit of *Northern Exposure*, an hour comedy, was better following the four half-hour comedies than was *The Trials of Rosie O'Neill*.

CBS's biggest challenge will be Wednesay, Thursday and Friday, said Sagansky, who also noted that Wednesday night, with two new comedies at 8-9 (*The Royal Family* and *Teech*), "will be a real test." He said an opportunity exists for the network at 8 p.m. on Wednesday because their research indicates *Dinosaurs*, ABC's entrant in the time period, "has limited appeal," and he expects "we'll cream them there." On Wednesday, *Jake and the Fatman* returns to the 9 p.m. slot and *48 Hours* is back at 10. The latter will air original installments during the summer, and Sagansky expects that to translate into growth in the fall.

On Thursday, CBS returns *Top Cops* and *Knots Landing* in the 8-9 and 10-11 periods. At 9, Sagansky said the network has another opportunity to make gains, also because of an ABC scheduling decision. He said CBS decided to slot *Rosie O'Niell* at 9-10 after ABC decided to go with two reality half-hours (*FBI: The Real Stories* and *American Detectives*), leaving a vacancy for an adult drama to counter-program NBC's *Cheers* and *Wings*.

The decision to schedule *The Carol Burnett Show* on Friday at 9, rather than her traditional Saturday night placement, was done so that a recognizable property would serve as anchor on the night of otherwise all-new programing. The night opens with two comedies, *Princesses* and *Brooklyn Bridge*, with the latter a project from Gary David Goldberg formerly titled *My Grandmother's House*. Sagansky said the show would be the "class act of next year." At 10-11 the network scheduled *Palace Guard* from Stephen J. Cannell.

Peter Tortorici, senior vice president, program planning, CBS Entertainment, who joined Sagansky in New York to make the presentation, said the decision to schedule a movie on Saturday night (8-10) was not reflective of their overall series development this year, but offered an opportunity to counterprogram series on the other networks. He also said the network's Saturday night movie, put into service earlier this season, had performed well enough to encourage a similar approach in the fall. Sagansky said the movies will be a mix of theatricals and made-for-TV productions. Following the movie is the second new CBS drama, *P.S. I Luv U*, starring Connie Selleca, Greg Evigan and Earl Holliman.

The network also ordered four back-up series, including *The Family Man*, *Family Dog*, *The Human Factor*, and *Tequila and Boner*. —SM,SC

NETWORK MOVES MOSTLY PLEASING TO AFFILIATES

NBC's affiliate meeting in New York last week was surprisingly upbeat, to hear some affiliates tell it. They came away feeling the network was trying to address their needs on several fronts.

Examples: The network agreed to a five-minute delay of *The Tonight Show* so affiliates can expand their local late newscasts. The network also said it would have an overnight news service on the air some time in the fourth quarter.

The new prime time schedule (see page 29) was also fairly well received. The perception is that NBC Entertainment chief Warren Littlefield and his team have made a solid effort to reach younger demographics with the new schedule. Perhaps the most controversial example of that was the decision to yank the highly rated *Matlock* from the schedule next fall.

There were groans from a number of markets where the show does extraordinarily well, pulling in high-30 shares. But the show skews older, and a new drama with a younger star, Sam Waterson, will replace it. "That was a real gutsy call," said John Spinola, vice president and general manager, WBZ-TV Boston.

News of the delay of *Tonight* came the day the show's star, Johnny Carson, told a Carnegie Hall audience packed with affiliates that he will retire after next season, his 30th year on the show. Carson's retirement has been rumored for months and, in fact, he indicated to the network privately at the time he signed for next season that it would be his last. But last week was the first time he said publicly that May 22, 1992, would be his last *Tonight* broadcast.

There is no word on who will replace Carson, but as one network source said, "It's a pretty good guess" that Jay Leno, Carson's permanent substitute host, would be signed to replace him.

The delay of the show by five minutes takes effect in the fall. It was something a large group of affiliates aggressively sought, because a number of competing affiliates (both CBS and ABC) around the country have had expanded newscasts for some time. Both NBC and Carson had resisted the move up to now, and competitors expanded their news by five minutes or more to make it harder for viewers to switch over to the Carson monologue. The show has shown about a 12% drop in ratings this season.

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 5/13	ABC 11.0 / 18			BRIDES: TWO WED. (60) [8.2 / 14] 8.1 / 15	8.3 / 14	ABC MINI-SERIES—AN INCOVENIENT WOMAN PT II (26) [12.4 / 20] 10.6 / 17	12.3 / 19	13.2 / 21	13.5 / 24
	CBS 13.5 / 23			EVENING (39) SHADE 11.0 / 20	MAJOR (9) DAD 14.1 / 24	MURPHY (3) BROWN 16.3 / 26	DESIGNING (5) WMN. 15.9 / 25	N. EXPOSURE (32) [11.7 / 20] 12.6 / 20	10.9 / 19
	NBC 12.4 / 21			COSBY SP. (32) 11.7 / 21	FRESH (34) PRINCE 11.6 / 20	NBC MONDAY NIGHT MOVIE—SHOOT TO KILL (24) [12.7 / 21] 11.5 / 18	12.2 / 19	13.0 / 21	14.1 / 25
	FOX 6.0 / 10			FOX NIGHT AT THE MOVIES—ROBIN HOOD (75) [6.0 / 10] 5.7 / 10	6.1 / 10	6.0 / 10	6.2 / 10	6.3 / 10	
TUESDAY 5/14	ABC 10.8 / 19			DINOSAURS(51) SP. 9.4 / 18	WHO'S THE (45) BOSS 10.1 / 18	ROSEANNE (8) 14.6 / 24	STAT (30) 11.8 / 19	THIRTYSOMETHING (51) [9.4 / 16] 9.1 / 15	9.7 / 18
	CBS 13.4 / 23			RESCUE 911 (17) [13.0 / 23] 12.2 / 23	13.7 / 24	CBS TUESDAY NIGHT MOVIE— CROCODILE DUNDEE II (13) [13.6 / 23] 11.5 / 19	13.2 / 21	15.0 / 25	14.8 / 27
	NBC 11.7 / 20			NBC MOVIE OF THE WEEK—P. MASON-LAST COFFIN (22)[12.8 / 22] 11.8 / 22	12.3 / 21	13.3 / 22	13.7 / 22	SHANNON'S DEAL (51) [9.4 / 16] 9.4 / 16	9.4 / 17
WEDNESDAY 5/15	ABC 10.6 / 19			WONDER (41) YEARS 10.3 / 20	GROWING (49) PAINS 9.8 / 18	DOOGIE (24) HWD. 12.7 / 22	ANYTHING (36) B.LOVE 11.2 / 19	AMER. DETECTIVES (49) [9.8 / 18] 9.7 / 17	9.8 / 18
	CBS 10.5 / 19			HAUNTED LIVES (41) [10.3 / 19] 9.7 / 19	10.9 / 20	JAKE AND FAT MAN (37) [11.1 / 19] 10.3 / 18	11.9 / 20	48 HOURS (43) [10.2 / 18] 10.3 / 18	10.2 / 19
	NBC 9.7 / 17			UNSLVD. MYSTERIES (30) [11.8 / 22] 11.1 / 22	12.5 / 23	STORY BHND. STORY(63) [7.9 / 13] 8.3 / 14	7.5 / 13	QUANTUM LEAP (55) [9.3 / 17] 9.2 / 16	9.4 / 18
THURSDAY 5/16	ABC 8.4 / 15			FATHER DOWLING (60) [8.2 / 15] 7.9 / 15	8.4 / 16	MIRACLES MYSTERIES(57) [8.9 / 15]		PRIMETIME LIVE (62) [8.1 / 14] 8.3 / 14	7.9 / 14
	CBS 11.5 / 20			TOP COPS (59) [8.6 / 16] 8.0 / 15	9.2 / 17	CBS SPECIAL MOVIE THR.—JAIL BIRDS (20) [12.9 / 22] 10.9 / 19	12.8 / 22	13.9 / 23	14.2 / 25
	NBC 14.5 / 26			COSBY (29) 12.1 / 23	DIFFERENT (14) WORLD 13.5 / 25	CHEERS (6) 15.3 / 27	SEINFELD (26) 12.4 / 21	L.A. LAW (1) [16.7 / 29] 16.4 / 28	17.0 / 30
	FOX 8.3 / 15			SIMPSONS (35) 11.4 / 22	BABES (67) 7.1 / 13	BEVERLY HILLS, 90210 (66) [7.4 / 13] 7.1 / 12	7.7 / 13		
FRIDAY 5/17	ABC 11.6 / 22			FULL (17) HOUSE 13.0 / 26	DINOSAURS(15) 13.3 / 25	FAMILY (26) MAT. 12.4 / 23	BABY (40) TALK 10.5 / 19	20/20 (43) [10.2 / 19] 10.4 / 19	10.1 / 19
	CBS 12.1 / 22			VISITORS / UNKNOW (58) [8.7 / 17] 8.1 / 16	9.2 / 18	MISS UNIVERSE PAGEANT (12) [13.8 / 25] 11.6 / 22	13.4 / 24	14.4 / 26	16.0 / 30
	NBC 6.4 / 12			INTER. SWIMWEAR (70) [6.8 / 13] 6.5 / 13	7.0 / 13	MOVIE OF THE WEEK—DEATH OF THE HULK (74) [6.2 / 11] 5.6 / 10	5.7 / 10	6.6 / 12	6.8 / 13
	FOX 4.3 / 8			AMR'S MOST WANTED (83) [4.4 / 9] 4.4 / 9	4.5 / 9	WORLDS GRT. STUNTS (85) [4.2 / 8] 4.1 / 8	4.4 / 8		
SATURDAY 5/18	ABC 6.9 / 14			FAMILY (70) MAT SP. 6.8 / 15	ABC SATURDAY NIGHT MOVIE—FOR YOUR EYES ONLY (68) [6.9 / 14] 5.4 / 11	5.8 / 11	6.4 / 12	8.1 / 16	8.7 / 18
	CBS 9.3 / 19			CBS SATURDAY NIGHT MOVIE—BEVERLY HILLS COP II (45) [10.1 / 21] 7.7 / 17	10.0 / 21	11.3 / 22	11.4 / 22	FLASH (65) [7.6 / 15] 7.7 / 15	7.4 / 15
	NBC 11.3 / 23			GOLDEN (47) GIRLS 10.0 / 22	DOWN (51) HOME 9.4 / 20	GOLDEN (20) GIRLS 12.9 / 25	EMPTY (17) NEST 13.0 / 25	SISTERS (37) [11.1 / 23] 11.3 / 23	11.0 / 23
	FOX 4.6 / 9			TLY. HID. (87) VIDEO 2.7 / 6	TLY. HID. (85) VIDEO SP 4.2 / 9	COPS (79) 5.5 / 11	COPS 2 (75) 6.0 / 11		
SUNDAY 5/19	ABC 11.5 / 20	FULL (73) HS. SP 6.7 / 14	REAL (77) M. SP 5.9 / 12	AMR. FUN (15) VIDEO 13.3 / 24	AMR. FUN (7) PLP. 15.0 / 25	ABC SUNDAY NIGHT MOVIE—OUR SONS (22) [12.8 / 21] 12.2 / 20	13.2 / 21	13.2 / 21	12.8 / 22
	CBS 14.6 / 25	60 MINUTES (2) [16.4 / 33] 15.0 / 32	17.8 / 35	MURDER SHE WRT. (10) [14.0 / 24] 13.6 / 24	14.4 / 24	CBS SUNDAY MOVIE—SEDUCTION IN TRAVIS COUNTY (11) [13.9 / 22] 13.6 / 22	13.7 / 22	14.3 / 23	14.1 / 24
	NBC 10.9 / 19	BLCK JACK SAV. (80) [5.1 / 10] 4.9 / 10	5.3 / 10	EXPOSE (77) 5.9 / 10	REAL LIFE (70) J.P. 6.8 / 11	NBC SUNDAY NIGHT MOVIE—KNIGHT RIDER 2000 (4) [16.1 / 26] 14.5 / 23	16.2 / 25	16.9 / 27	16.9 / 29
	FOX 6.7 / 12	TRUE CLR (83) 4.4 / 9	P. LEWIS (80) 5.1 / 10	IN LIVING (56) COLOR 9.0 / 16	GET A LIFE (68) 6.9 / 12	MRD. WITH (47) CHILD. 10.0 / 16	TOP OF (64) HEAP 7.8 / 12	SUNDAY COMICS (80) [5.1 / 9] 5.4 / 9	4.8 / 8

WEEKLY PRIME TIME AVERAGE	ABC 10.2 / 18	CBS 12.2 / 22	NBC 11.0 / 20	FOX 6.1 / 11
SEASON PRIME TIME AVERAGE	ABC 12.2 / 21	CBS 12.2 / 20	NBC 12.6 / 21	FOX 6.4 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WVSB-TV West Point (Columbus-Tupelo), Miss. □ Sold by Venture Systems Inc. to Love Communications Co. for $1.65 million. **Seller** is headed by John Dyer and has no other broadcast interests. **Buyer** is headed by James S. Love III and Robert R. O'Brien Jr. Love has interests in Love Broadcasting Co., licensee of WLOX-TV Biloxi, Miss., and Sunshine Television Inc., licensee of KDRV(TV) Medford and KDKF(TV) Klamath Falls, both Oregon. WVSB-TV is ABC affiliate on ch. 27 with 2,000 kw visual, 200 kw aural and antenna 180 feet above average terrain.

WKBK-AM-FM Keene, N.H. □ Sold by Radio Keene Inc. to Roberts Communications Inc. for $850,000. WKBK(AM) was purchased in 1975 for $277,000. **Seller** is headed by Harold H. Segal (71.4%) and Talbot R. Hood (28.6%) and has no other broadcast interests. **Buyer** is headed by Cynthia Roberts (51%) and Scott Roberts (49%), mother and son. Scott Roberts is former GM at WIGI(FM) Naples, Fla., and will manage WKBK. Stations simulcast news-talk format. WKBK(AM) is on 1120 khz with 1 kw day. WKBK-FM is on 98.7 mhz with 6 kw. *Broker: New England Media Inc.*

KIZN(FM) Boise, Idaho □ Sold by Mary Lake Communications of Idaho Inc. to West Group Broadcasting Corp. for $650,000. Station was purchased in 1984 for $400,000 ("Changing Hands," Oct. 22, 1984). **Seller** is subsidiary of Mary Lake Communications Inc., headed by John C. Culpepper III, and has interests in WTBB(FM) Bonifay, Fla. **Buyer**, headed by Paul Meacham and Richard M. Reider, is general partner of West Group Broadcasting Ltd., licensee of KFSB(AM)-KIXQ(FM) Joplin, Mo. Meacham owns Eagle Marketing, promotional marketing firm. Reider is venture capitalist. KIZN has country format on 92.3 mhz with 100 kw and antenna 2,500 feet above average terrain.

WXJO(FM) Bethalto (St. Louis), Ill. □

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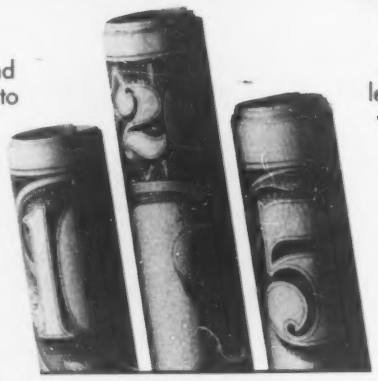

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PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ $864,171 □ 5
FM's □ $1,214,000 □ 4
AM-FM's □ $1,390,500 □ 4
TV's □ $1,650,000 □ 1
Total □ $5,118,671 □ 14

Year to Date:
AM's □ $29,543,218 □ 97
FM's □ $75,866,705 □ 100
AM-FM's □ $119,079,908 □ 82
TV's □ $248,199,000 □ 34
Total □ $472,688,831 □ 313

For 1990 total see Jan. 7, 1991 BROADCASTING.

of 343.3 degree (T) from reference coordinates of Brownsville, TX.

■ **Johnson City, TX** KFAN(FM) 107.9 mhz—April 30 application for mod. of CP (BPH890405MD) to change ERP: 37.2; ant.: 170 m.; TL: 3.1 mi SSE of Stonewall, TX, S of E-Weststrech of FM 1623.

■ **Lynchburg, VA** WKZZ(FM) 100.1 mhz—May 1 application for CP to change ERP: 25 kw H&V; ant.: 100 m.; change TL: approximately 10 km NE of Lynchburg, VA; class: C3.

TV

■ **Decatur, TX** KMPX(TV) ch. 29—May 6 amendment of BMPCT880616KE for CP to change ant.: 153 m; 32 55 24N 96 57 52W.

Actions

AM's

■ **Marshfield, WI** WDLB(AM) 1450 khz—May 9 application (BP910123AC) granted for CP to change TL: 0.5 km SE of County Trunk E and Mann St., 3.7 km NNE of center of Marshfield, WI; 44 41 49N 90 09 20W.

■ **Neenah-Menasha, WI** WNAM(AM) 1280 khz—May 10 application (BMP910215AI) granted for mod. of CP (BP890720AG) to change TL: adjacent to E Frontage Rd. of U.S. Hwy. 41, .3 km N of Indian Point Rd., Vinland Township, WI, make changes in antenna system and operate by remote control from studio (location to be determined).

FM's

■ **Salinas, CA** KRAY-FM 103.9 mhz—July 13, 1990 application (BMLH900713KA) returned for mod. of license to increase ERP: 5.8 kw H&V (pursuant to docket #88-375).

■ **Santa Clara, CA** KARA(FM) 105.7 mhz—May 13 application (BMLH900730KD) granted for mod. of license for replacement of main antenna.

■ **Winnfield, LA** KVCL-FM 92.1 mhz—May 3 application (BPH900702IA) granted for CP to change ERP: 6 kw H&V; change ant.: 64.2 kw H&V.

■ **Nelsonville, OH** WAIS-FM 107.7 mhz—May 8 application (BMPH900830IB) dismissed for mod. of CP (BPH880229NJ as mod.) to change ERP: 6 kw H&V.

■ **Big Stone Gap, VA** WAXM(FM) 93.5 mhz—May 27 application (BPH901123IA) granted for CP to change ERP: 2.45 kw H&V; change ant.: 574 m.; TL: 11.21 km 298 D.T from Big Stone Gap, VA; class: C2 (per docket #87-494).

■ **Warrenton, VA** WMJR(FM) 107.7 mhz—May 9 application (BMPH901004IA) granted for mod. of CP (BPH870504IC as mod.) to change ERP: 29 kw H&V; ant.: 197 m.

TV

■ **Chillicothe, OH** WWAT(TV) ch. 53—May 9 application (BMPCT910114KE) granted for mod. of CP to change ERP: 3,250 kw (vis); ant.: 207 m; TL: near Williamsport, OH; ANT: Dielectric TFU-36JDAS-(DA)(BT) 39 35 30N 83 06 38W.

ACTIONS

■ Established rules and procedures, effective July 30, that will give preferential treatment (Pioneer's Preference) in its licensing processes to parties requesting spectrum allocation rule changes associated with development of new communications services and technologies. (Gen. docket 90-217 by R&O [FCC 91-112] adopted April 9 by commission.)

■ **Tempe, AZ** Generally upheld Review Board's decision denying Tri-State Broadcasting Co. Inc. renewal of stations KUKQ(AM)-KUPD-FM, and granting mutually exclusive applications of Grimm and Clifford for new AM and FM facilities at Tempe. (MM docket 85-355, by MO&O (FCC 91-151] adopted May 7 by commission.)

■ **Sacramento, CA** Upheld Review Board decision granting Royce International Broadcasting's application for renewal of KWOD(FM), and denying Wong Communications Limited partnership's mutually exclusive application for construction permit. (MM docket 87-28 by MO&O [FCC 91-125] adopted April 12 by commission.)

■ **Longmont, CO** Denied appeal by Longmont Broadcasting of ALJ denial of Longmont's request to specify six issues in proceeding involving competing applications for new FM station on ch. 282C1, or alternatively, for renewal of KQKS(FM) Longmont. (MM docket 90-424, by MO&O [FCC 91R-38] adopted April 17 by Review Board.)

■ **Stuart, FL** Granted applications of CRB of Florida Inc., for renewal of license of WZZR(FM), subject to reporting conditions and notified station that it is liable for forfeiture of $7,500. (Report DC-1856, Mass Media Action, April 15 by MO&O and NAL [FCC 91-129] .)

■ **Agana, GU** Granted application of Agana Guam FM limited partnership for new FM on ch. 270C2. (MM docket 90-349, by Summary Decision [FCC 91D-20] issued April 15 by ALJ Edward J. Kuhlmann.)

■ **Hammond, IN** Granted application of Dontron Inc., to renew license of WYCA-FM over objections of Bernadette Cash Williams. (By MO&O [DA 91-557] adopted April 30 by Chief, Audio Services Division, Mass Media Bureau.)

■ **Campbellsville, KY** Designated for hearing six mutually exclusive applications for new FM station on ch. 260A. (MM docket 91-96, by Order [DA 91-385] adopted March 28 by Chief, Audio Services Division, Mass Media Bureau.)

■ **Baton Rouge** Granted application of Jimmy Swaggart Ministries for new noncommercial FM on ch. 203C2, and denied application of Real Life Educational Foundation of Baton Rouge Inc. (MM docket 88-308 by Decision [FCC 91R-39] adopted May 2 by Review Board.)

■ **Monticello, ME** Notified Benito Rish, licensee of WREM(AM) of apparent liability for forfeiture of $10,000 for willfully violating Communications Act by effectuating unauthorized transfer of control. (Report MM-540, May 1 by Letter (FCC 91-147).

ALLOCATIONS

■ **Waldron, AR** Effective June 27 substituted ch. 276C3 for ch. 276A; modified license of KRWA-FM accordingly. (MM docket 89-249, by MO&O [DA 91-572] adopted May 1 by Chief, Policy and Rules Division, Mass Media Bureau.)

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.